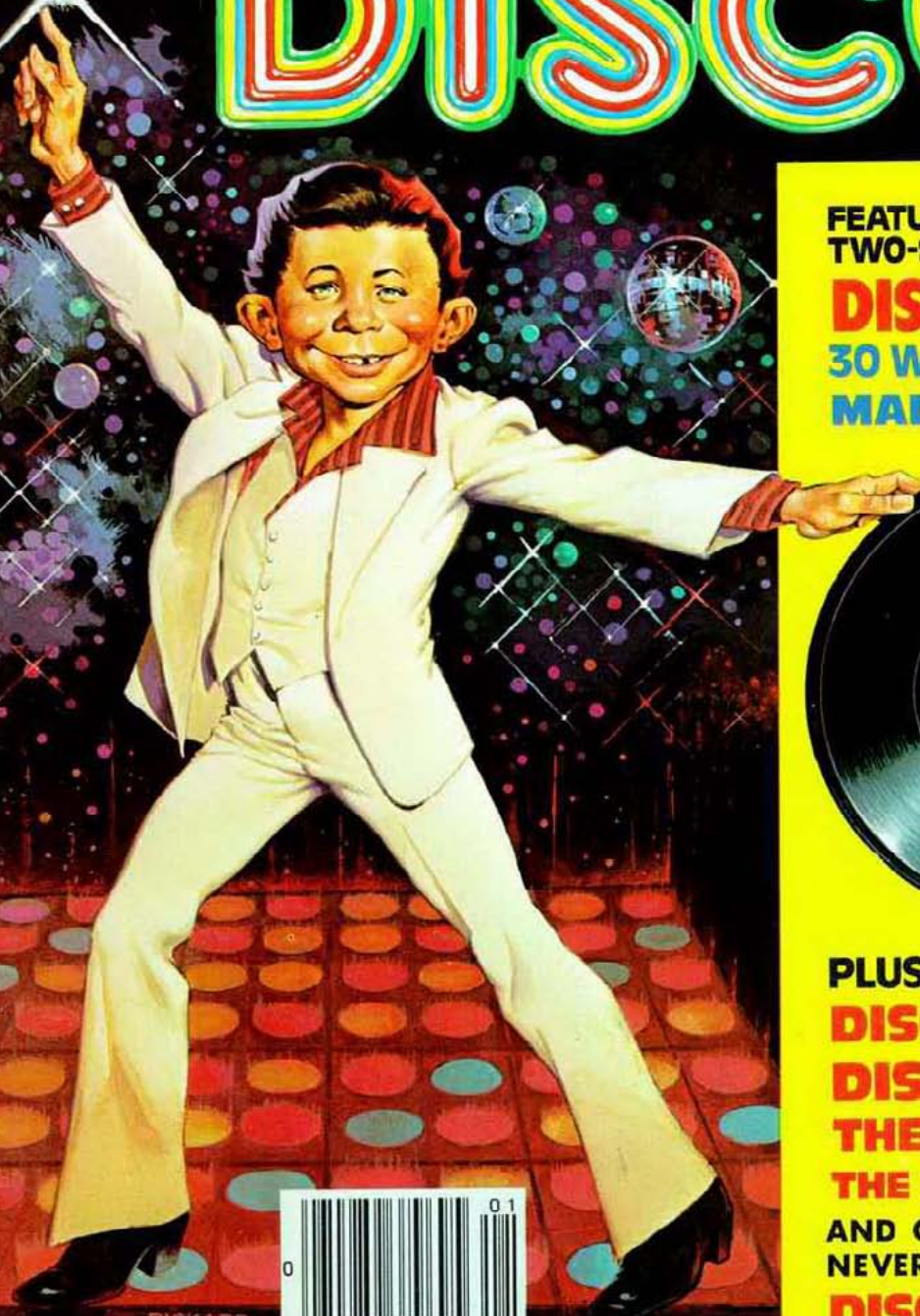


MAD^{IND} DISCO

OUR PRICE
\$2.00
CHEAP



FEATURING MAD'S UNIQUE
TWO-SIDED EXTENDED L.P.

DISCO RECORD
30 WILD MINUTES OF
MAD DISCO MUSIC



PLUS A MAD LOOK AT
DISCO DANCING
DISCO GROUPS
THE DISCO SCENE
THE DISCO BUSINESS
AND OTHER ALL-ORIGINAL
NEVER-BEFORE-PUBLISHED
DISCO MADNESS



RICKARD

THIS IS IT...

YOUR 30-MINUTE
MAD
DISCO
RECORD



YOU CAN DANCE YOUR FEET OFF TO IT!

(It's got a really fantastic groovy Disco beat!)

YOU CAN LAUGH YOUR HEAD OFF AT IT!

(It's got some ridiculously funny Disco lyrics!)

YOU CAN SING AND PLAY ALONG WITH IT!

(The sheet music for 5 bands is in the magazine!)

BUT MAINLY, YOU CAN THROW UP FROM IT!

(Which means it's a lot better than most Disco records that only make you a little nauseous!)

SIDE ONE

"DISCO SUICIDE"

Sung by Phylliss, Karl & Angela Harris

33 1/3
RPM
STEREO

"SORRY, NO WORDS"

Sung by Steve Leeds



"THIS TIME, THIS NIGHT"

Sung by Karl, Phylliss & Angela Harris

MAD DISCO

ENTIRE PRODUCTION © 1980 E.C. PUBLICATIONS, INC.
LYRICS BY DICK DE BARTOLO MUSIC BY NORM BLAGMAN

ARRANGED AND PRODUCED BY NORM BLAGMAN
SUPERVISED BY AL FELDSTEIN

Recording Engineered by Joe Lopes
Master Engineered by Nesow Productions

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SIDE TWO

"BARELY ALIVE"

Sung by Steve Leeds, Phylliss & Angela Harris

"THE DISCO CLAP"

Sung by Karl, Phylliss & Angela Harris

33 1/3
RPM

STEREO

"IT'S A GAS"

(Norm Blagman-Sam Bobrick)

© Norick Music, E.C. Publications, Ross Jungnickel, Inc.

Vocals by Alfred E. Neuman



MAD DISCO

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MAD DISCO

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associate editors

CONTRIBUTING ARTISTS & WRITERS
the usual gang of idiots

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MAD DISCO Is An Idea Conceived By Dick DeBartolo

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If you know how to read (and holding this trash in front of your face is no proof!), you've probably read about that "In" Disco in New York City where EVERYBODY who is ANYBODY goes . . . to see and be seen. Well, since a clod like you figures never to get into an exclusive Disco like that, MAD now shows you what it's like as we interview . . .

MAD'S

Hi! Let me introduce myself! I'm Cherry Tease, the famous "In" Model! I know all about important Discos because I've spent every single night of my entire life going to and being seen in "In" spots!

I love doing it because I feel that everyone should have a mission in life!

But, hey, I don't want to get into heavy philosophy! Tonight, we're into "FUN"! So, here we go with my interview of the fabulously successful owner of "STUDIO 34," Steve Dumbell!

Hello, Steve!

Say . . . this music is so loud, I can't hear a word I'm saying!!

I should be so lucky!! Well—this is it! My Disco! Isn't it fabulous!? Jammed as usual!!

What makes your Disco more popular than any other Disco . . . ?

Because of my policy of letting everyone do his OWN THING, no matter how wild or far out it is!

Why, just look at those cra-a-a-zy outfits the dancers are wearing . . . !



ARTIST: MORT DRUCKER

How do you manage to keep your Disco the "In" Disco?

Simple! I don't allow "Nobodies" to come into the place!

Why is that . . . ?

'Cause "Nobodies" only want to get into places they CAN'T get into! So I make sure they don't!

See . . . if they COULD get into my place, they wouldn't WANT to! You try figuring THAT one out!

I guess it's a lesson in human nature!

No, it's a lesson in ANIMAL BEHAVIOR!!

STUDIO 34



DISCO OWNER OF THE YEAR

But that gal is dressed in basic black with pearls!! THAT outfit isn't so wild or far out!!

It IS when it's worn by an NFL Linebacker!!

How ya doin', Crusher?!!

Hey, save me a dance, Steve, baby!

And I suppose you're going to tell me THAT girl is really a man, TOO?!!

No way! She's a NUN! She goes absolutely insane when we play "Ave Maria" by Donna Summer ... !!



Oh-ah! Who's THAT, Steve?

Our local pusher!

He deals DRUGS?

Better than that! He deals EAR PLUGS!! Makes a fortune!



WRITER: STAN HART

Because I'm such a grand guy, I sometimes let SOME "Nobodies" into the place ...

Steve! Steve, please let us in!! Please! Please!

Okay! She can come in! You can't!!

But we're Newlyweds! We just got married!!

In that case, you can both come in—providing I spend the Wedding night with the Bride!

You got it! You're one helluva a guy!

Will you be gentle and kind tonight, Steve?

Not on your life, baby!

Oooh! Great!

STAGE 34



Yes, Cherr, my place is known as "The Celebrities' Hang Out"!!

Excuse me, Miss! Didn't you make the cover of "People" ... or have a six-page spread in "Us"?

I'm afraid not!

Throw her out of here!! And don't let her back in until she's been on "The Carson Show" at least twice!!



You have a reputation for throwing a lot of people out of your place!

Right! I get a special kick out of tossing out the "Once Were's"!!

"Once Were's"? Like who...?

Like Phyllis George, Susan Anton and Farrah Fawcett!

Gee! Who are they?

Don't get cute! At the rate YOUR career's going, you'll be with them before the next full moon!

Why do you take such pleasure in being rotten and throwing people out of your Disco...?

I guess I'm working out a revenge thing because of what happened to me when I was only four years old! I was thrown out of a place I loved very much! My HOME...!

Oh? By the Landlord?

No, by my PARENTS! I was rotten as a KID, too!



You know what's interesting? If they went through the same motions WITHOUT music, they'd all be ARRESTED!!

I don't think that's so interesting!

Hah!! Look who's talking!!



What's going on? A Private Party?

And the other...?

But why have them in the same room?

I—I don't understand!

Actually, it's TWO parties! One's an Opening Night Party for a Broadway show!

A Closing Night Party for a Broadway show!

Because it's the same show!

You would if you saw the show!



This is an innovation of mine! My FOG machine!

It has a great look!

And much more! If I don't like the crowd, I pump in auto exhaust fumes from the garage next door! They drop like flies! Hee-hee-hee!



Look!! That girl is doing a Strip Tease right on the dance floor! That's kind of KINKY!

If you like KINKY, you should've been here last night! A gorgeous girl had her clothes RIPPED RIGHT OFF HER BACK by a sex-crazed guy!!

Didn't you call the Police??

I COULDN'T!! I was too busy ripping her clothes off!!





DISCO SUICIDE

Words by
DICK DeBARTOLO

Music by
NORM BLAGMAN

Chorus Bm A G A Bm A

Dis - co Su - i - cide! He'll be sor - ry find - in' out I

G A Bm A G A

died be - cause he did - n't make me his bride! That two - faced

Bm A G A Bm A Bm

Jek - yll won't be a - ble to Hyde from my Dis - co Su - i - cide!

Verse Bm A G A Bm

big, fall - ing mir - rored ball might end it all at the Boo - gie Hall! For

Bm A G A Bm

Dis - co I give my word to die at thir - ty - three and a third! Or

G A Bm G A Bm

stran - gle my - self with ster - e - o phones to the Dis - co tones of Grace Jones! And,

A G Bm A Bm A Bm

if that turns out to be a bum - mer, I'll swal - low a cas - sette of Don - na Sum - mer!

(Chorus)

(Verse)

Bake my brains by a hot strobe light,
Get down for my final time tonight!
I'll put on my funeral dress
And leave him here to clean up all that mess!
He'll find in the end that he can't ignore
My ring around the whole dance floor!
He'll be on his knees with a can of Comet
To clean a little blood and a lot of vomit!

Chord Structure Bm - A - G

Vamp

Officer, I'm out of breath,
But I've gotta report a weird death!
It's a case of a would-be bride
Who became a disco suicide!

(Vamp)

We're ready to shoot, Rosanna! Rolling on Camera Two...
Hi, I'm with the TV News!
This is the worst case of the blues!
This story can go world-wide—
I love it! A disco suicide!

(Vamp)

Who called for a doctor and nurse?
It's too late for us, you need a hearse!
No matter how hard we tried,
We can't help a disco suicide!
As long as we're here, Doctor Jennings, can't we dance?
Why not, Nurse Swain, why not!?!

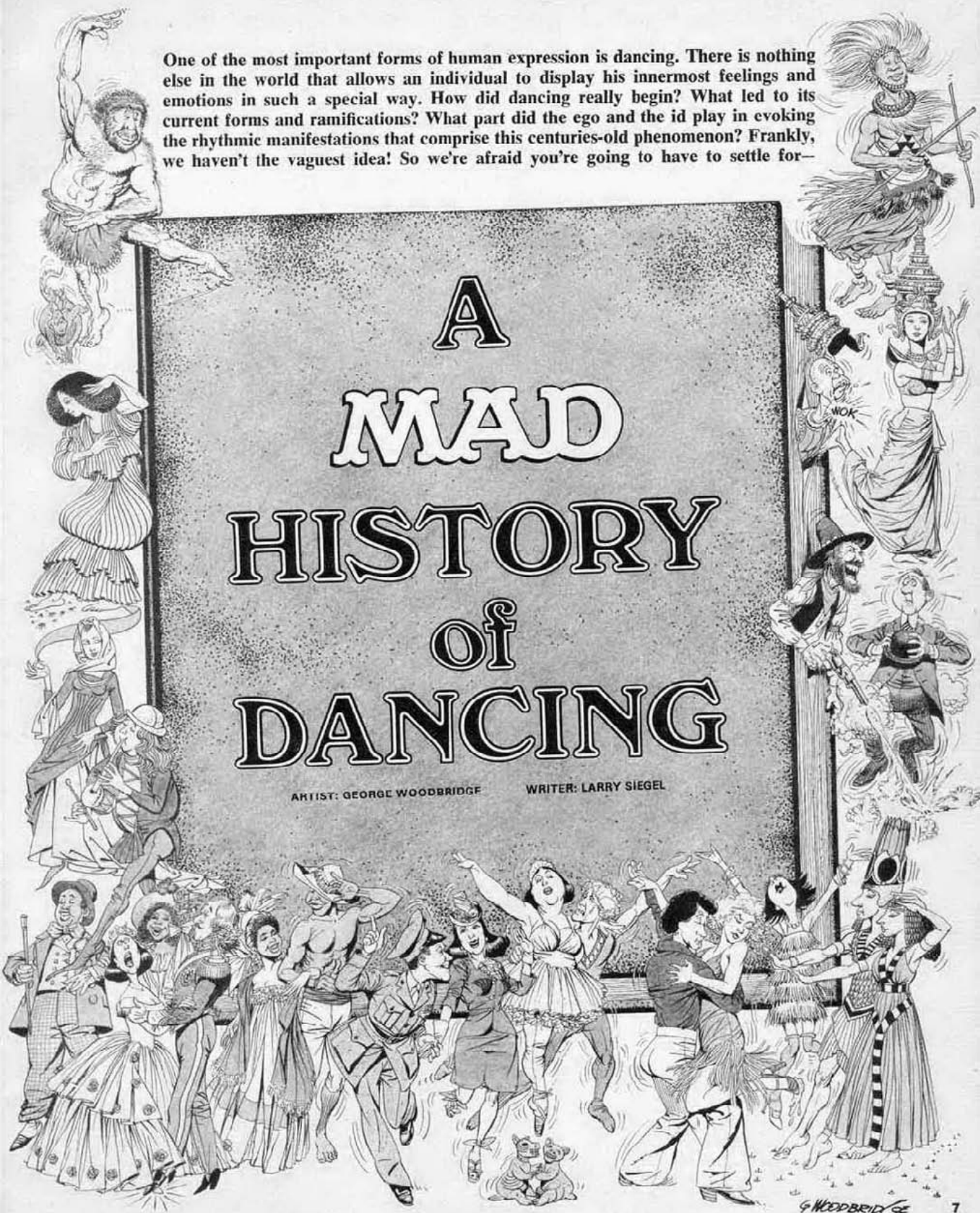
(Chorus)

One of the most important forms of human expression is dancing. There is nothing else in the world that allows an individual to display his innermost feelings and emotions in such a special way. How did dancing really begin? What led to its current forms and ramifications? What part did the ego and the id play in evoking the rhythmic manifestations that comprise this centuries-old phenomenon? Frankly, we haven't the vaguest idea! So we're afraid you're going to have to settle for—

A MAD HISTORY of DANCING

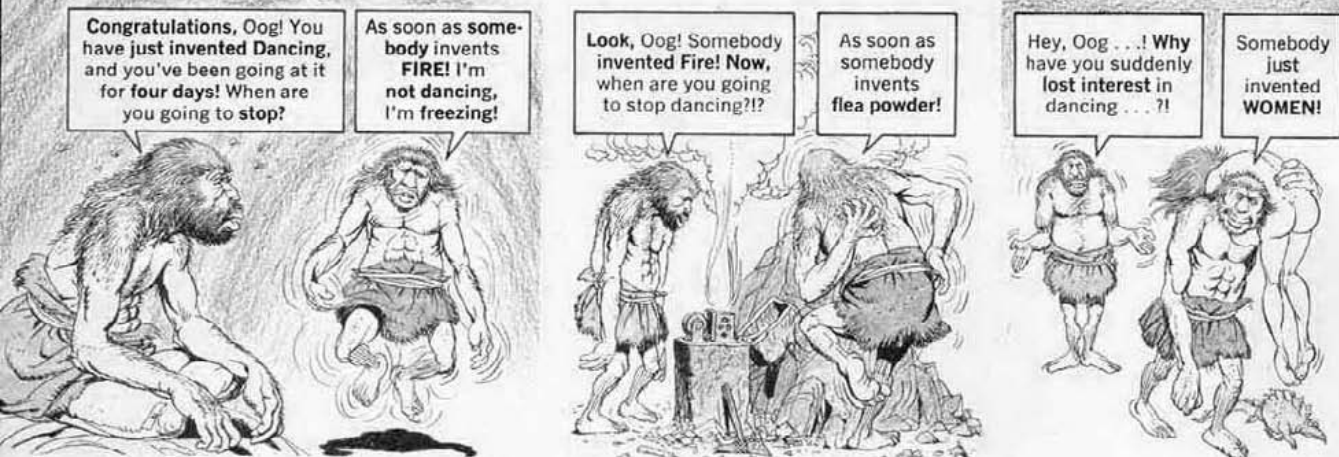
ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL



THE ORIGINS OF DANCING

Dancing is as old a custom as Mankind itself, and here is how it all began . . .



DANCING CO

As the centuries passed, and Man became more civilized, so did his dancing.

In Vienna, men began dancing with women . . .

In Scotland, men were dancing with men . . .

While in Spain, men were dancing alone . . .

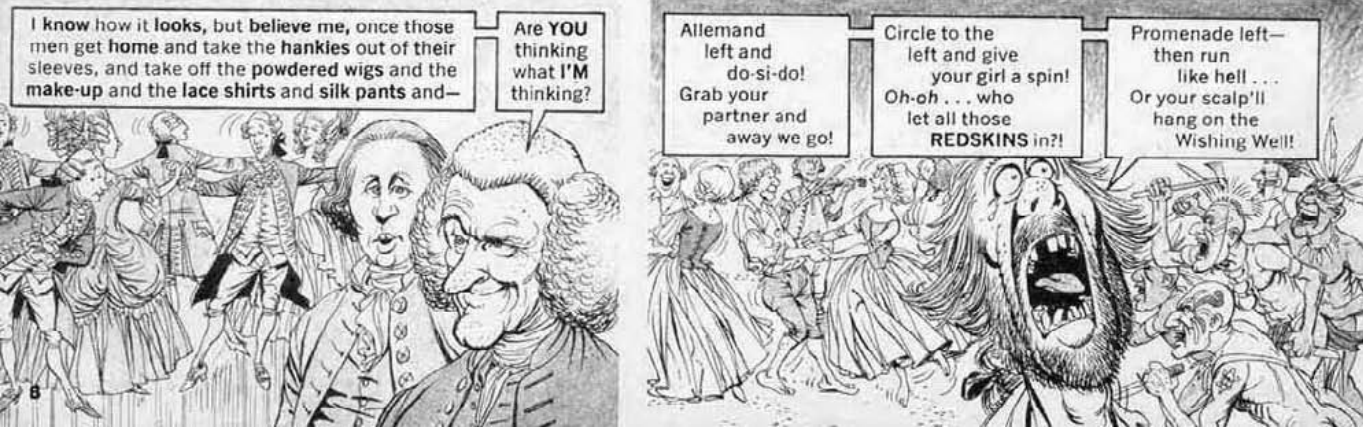


DANCING IN EA

Far across the ocean from Europe, Dancing began to develop into an important

In big cities, rich society folk were doing the dainty Minuet . . .

On the frontier, pioneers were doing gay tuneless Square Dances . . .



DANCING AS A MEANS OF COMMUNICATION

In time, Dancing began to take on added importance, and it soon became a way for primitive people to express their fears, needs and religious feelings . . .

The Rain Dance

This dance is very nice! But how can we be sure it's going to rain?

The gods will never fail us! And besides, I just washed my horse!



The Harvest Dance

See how gracefully we dance while praying for a bountiful harvest of spinach and cauliflower! What strange dance is our SON doing??

He is praying for JUNK FOOD!!



The Fertility Dance

Come, Wombusa, let us dance so that we may multiply our family!

Not tonight, Moboto! The gods have headaches!!



AGES OF AGE

Eventually, Dancing began to develop as a popular form of social activity . . .

In Russia, however, Dancing was now becoming a new and vital means of expression through the exciting new form called "The Ballet" . . .

Now in this scene, the little girl, Clara, receives a toy nutcracker as a gift, and then, to her amazement, it is suddenly transformed into the handsomest prince she has ever seen!



And then the handsome prince takes Clara on a visit to the enchanting Kingdom of the Sweets, where they meet all kinds of dandy people . . . and lo and behold, the Sugar Plum Fairy appears and they all go into "The Waltz of the Flowers" . . .



Ballet is so wonderful! When was the LAST time you had such an uplifting experience, Boris?

Thursday night . . . when I uplifted six houses during a POGROM in Minsk with twelve other Cossacks!!



EARLY AMERICA

leisure-time activity among the citizens of our own vital young republic . . .

While in the Deep South, a whole new art form was being introduced with the new Dances performed by the downtrodden Negro slaves . . .

How come those slaves are dancing, and not working?!

Aw, give 'em a break once in a while! They got such a natural sense of rhythm! An' besides, you hear how LOYAL they are to th' Confederate cause . . . ?

LOYAL?! In what way . . . ?

Don't you hear 'em on the docks all day long, sayin' "All Yankees must die!?"

That's "Honkies," you idiot!! HONKIES!

TOTE THAT BARGE! LIFT THAT BALE!



DANCING IN THE

Musical innovations like Ragtime and Jazz came to the forefront in the early

In the Twenties, flappers and college boys did the Charleston . . .

Your date sure looks nifty in his Raccoon Coat, Suzy! Hey . . . where is he, anyway?

The last I saw him, he was outside in a trash pail . . . eating garbage!

My God! I—I think you got stuck with a REAL RACCOON!!

This is the last time I go on a BLIND DATE!



While the glamorous danced the Latin-American craze, the Tango . . .

With that ROSE on your ear, there's something DIFFERENT about you . . . EXOTIC SEX!!

With that SHOE POLISH on your hair, there's something different about YOU . . . BLACK DANDRUFF!!



DANCING IN THE

With Rock 'n' Roll, teenagers began to set the pace for American Dancing. Someone named Chubby Checker popularized "The Twist" . . .

Chiropractors are saying that if teenagers continue doing "The Twist," all our spines are going to look like pretzels! How come we don't listen to them?!

How can we?! Ever since Rock 'n' Roll began, 98% of us are DEAF!

Huh? What did you say . . . ?

Make that 99%!



And an exciting new television show called "American Bandstand" brought teenage dancing into the homes of millions of people . . .

Listen! "The Mashed Potato"!

They're playing OUR SONG!!

"The Mashed Potato" is THEIR SONG?!

They once threw up together over a Gourmet Vegetarian Plate at Bimbo's Cafeteria!

God, that's romantic!!



DANCING

Today, of course, everybody is being swept up by Discomania. It all began back in 1975 with Van McCoy's recording of "The Hustle" . . .

They say history is being made here tonight . . . !

Did somebody invent a new medical cure?

Looks more like somebody invented a NEW DISEASE!



Then, along came the movie, "Saturday Night Fever" . . . and Disco was officially launched. Everyone worshipped the star of the movie . . .

Congratulations!! You have just won the "John Travolta Look-Alike Contest"! Here is your trophy, Bernice . . . !

Thank you, Debbie . . . !



EARLY 1900'S

part of the century, and many dances developed from these rhythmic forms . . .

Along with the Fox Trot of the Thirties came Dance Marathons . . .

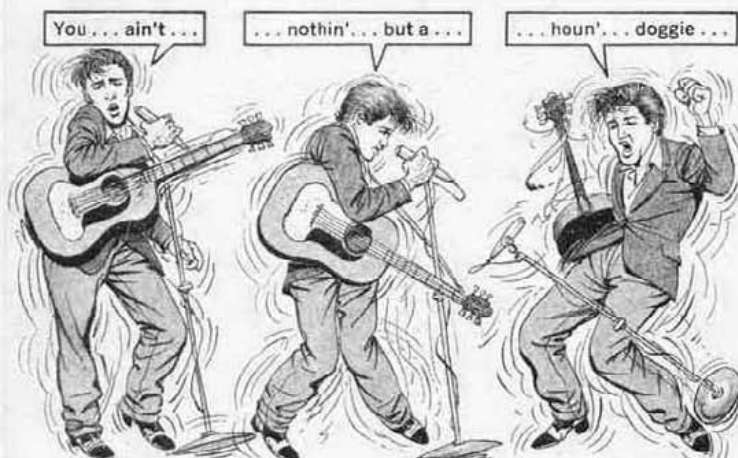


During World War II, everyone was doing the energetic Lindy Hop . . .



MIDDLE 1900'S

But the greatest phenomenon of the era was Elvis Presley, a guitar-playing, explosive, gyrating former truck driver from Tennessee . . .



TODAY

As a consequence, the Number One group on the Disco scene has long been "The Bee Gees" . . .

Today, the most important Disco Club in the country is "Studio 54" in New York City, and it's about as easy to get into it as it is to dance the Double Strut in Ft. Knox!



SORRY, NO WORDS

Words by
DICK DeBARTOLO

Music by
NORM BLAGMAN

Em7

The musical score is written for a single melodic line in treble clef, key of D major (indicated by two sharps), and 4/4 time. It begins with a repeat sign and a key signature change to D major. The melody consists of eighth and quarter notes, with some rests. The lyrics are written below the staff. The score includes several instrumental sections marked 'Em7' and a 'Last Verse' section. The final line of the score ends with a double bar line.

There's no words to fol - low, there's no words to fol - low, there's no words to fol - low in this song!

So don't e - ven try, don't e - ven try, don't e - ven try to sing a - long!

Instrumental:
Em7

Last Verse:

Why, you must be won-d'ring, why, you must be won-d'ring, why, you must be won-d'ring why no words ex - ist!

Well, the truth is Mad, the truth is Mad, the truth is Mad was just to cheap to hire a

lyr - i - cist! Sor - ry, no words!

If your lips are moving, if your lips are moving, if
your lips are moving you're beserk!
If you're singing now, you're singing now, you're
singing now then you're a jerk!

(Instrumental)

If we had some lyrics, if we had some lyrics, if we had
some lyrics they'd be hot!
But, we ain't got 'em, we ain't got 'em, we ain't
got 'em so they are not!

(Instrumental)

No, there ain't no words to, no, there ain't no words to,
no, there ain't no words to this boogie!
So, stick that up your, stick that up your, stick that
up your oogie-oogie!

(Instrumental)

MAD'S DISCO MOTHER GOOSE

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

GEORGIE PORGIE



Georgie Porgie, puddin' and pie,
Wore a white shirt, plus a vest and a tie,
Put on a blazer and slacks smartly pressed,
Knowing that he would be looking his best.

Georgie Porgie, neat as a pin,
Went to a disco, but couldn't get in;
"Yecch!" cried the owner, "Stay out and for shame!
"Clothes such as yours give my place a bad name!"

Georgie Porgie, quick as a wink,
Donned velvet slacks, trimmed in burlap and zinc;
Wore a silk dickey three sizes too big,
Earrings, five chains and an apricot wig.

Georgie Porgie, glowing with pride,
Now at the disco is welcomed inside,
With Georgie Porgie the Crowd is impressed—
Now that they see he is properly dressed.

MURRAY BUILT A DISCOTHEQUE



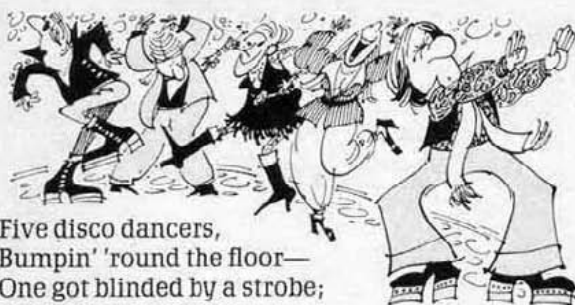
Murray built a discotheque,
Which packed the people in,
And ev'ry night he asked himself,
"How can they stand the din?"

Murray scorned the way-out clothes,
The swings and the trapeze;
"It's very clear," he told himself,
"They act like chimpanzees."

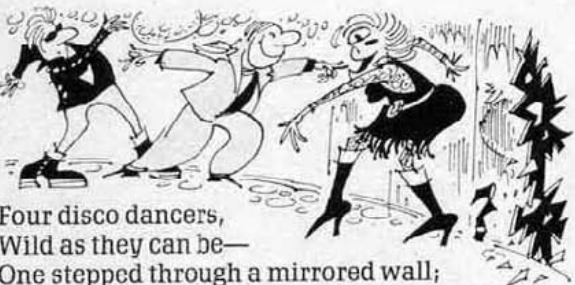
Murray loathed the garish crowd,
The writhing and the grinds;
"They carry on," he liked to say,
"As if they had no minds."

Murray suffers ev'ry time
That dancers fill the floor;
However, at 12 bucks a head,
He'll suffer a bit more.

FIVE DISCO DANCERS



Five disco dancers,
Bumpin' 'round the floor—
One got blinded by a strobe;
Now there's only four.



Four disco dancers,
Wild as they can be—
One stepped through a mirrored wall;
Now there's only three.



Three disco dancers,
Tryin' somethin' new—
One jumped in the fog machine;
Now there's only two.

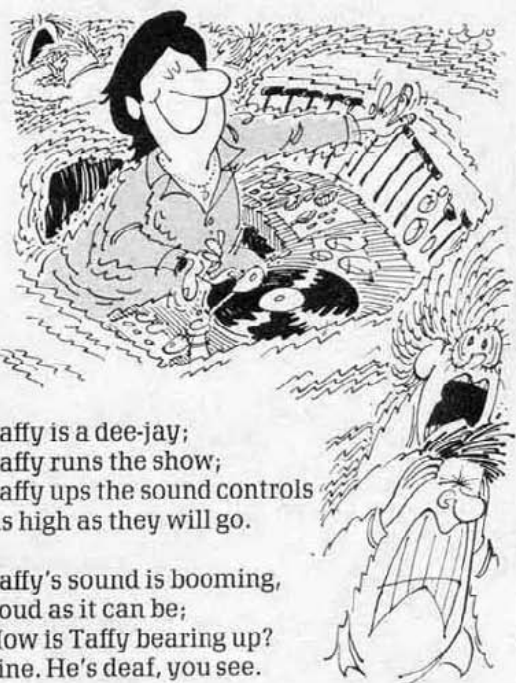


Two disco dancers,
Hustlin' up some fun;
One fell off his platform shoes;
Now there's only one.



One disco dancer,
Lookin' mighty fine;
Hey, she just took off her clothes!
Now there's eighty-nine.

TAFFY IS A DEE-JAY



Taffy is a dee-jay;
Taffy runs the show;
Taffy ups the sound controls
As high as they will go.

Taffy's sound is booming,
Loud as it can be;
How is Taffy bearing up?
Fine. He's deaf, you see.

SOLOMON GRUNDY



Solomon Grundy
Boogied on Monday,
Was turned away Tuesday,
Ousted on Wednesday,
Banished on Thursday,
Thrown out on Friday,
Rejected on Saturday,
Twice again Sunday,
Can't somebody come up with an
effective deodorant for Solomon Grundy?

HUMPTY DUMPTY



Humpty Dumpty boogied all night;
Humpty Dumpty looked out of sight;
All of his buddies agreed to a man
That Humpty was disco's most passionate fan.

Humpty Dumpty danced in the street;
Humpty Dumpty bumped to the beat;
All of his buddies became quite ecstatic
While watching this Number One disco fanatic.

Humpty Dumpty danced off a wall;
Humpty Dumpty died in the fall;
All of his buddies, for poor Humpty's Sake,
Are now organizing the first disco wake.

LITTLE BO-PEEP



Little Bo-Peep
Is with a creep,
But takes the matter lightly;
At discos, they're
A steady pair;
She dances with him nightly

Little Bo-Peep
Won't leave the creep;
Says she, "He's inoffensive—
"Not counting which
"He's filthy rich,
"And discos are expensive."

LITTLE MISS MUFFET

Little Miss Muffet
Can't get to her tuffet;
She's high on the dance-floor from coke;
Little Jack Horner
Is stoned in a corner
And mumbles he'd like one more toke;
Little Boy Blue
Mixes downers with glue
And can just barely stand on his feet;
Let's give a cheer
That this disco is here
And is keeping the kids off the street.



What's the most "in" magazine around today? *This* one! Mainly because it's "in" another magazine! We're talking about our version of a typical "in" Disco mag:

SLIPPED DISCO

OUR PRICE
\$2.50
CHIC

This Month's Disco High
Put bananas in your shoes
before you start dancing!

THE MAGAZINE THAT TELLS YOU HOW TO GET DOWN, GET UP, GET IN, GET OUT AND GET LOST

IN THIS ISSUE:

Steve Dumbell, Owner
of "Studio 34" Says:
"I Never Take Drugs
... And I Never Let
Those Pink Elephants
In Here, Either!"

★ ★ ★

7 Outrageous New
Disco Steps You
Can Do ... Created
By 7 Very Wealthy
Chiropractors

★ ★ ★

"I Installed A
200 Watt Stereo
System In The
Family Car!"

By Chris Meglin

★ ★ ★

"I Survived 17
Auto Wrecks In
Two Months!"

By Mrs. Meglin

★ ★ ★

Have Certain U.S. Prisons
Really Wired Their Electric
Chairs To Go "On" And "Off"
With Disco Music?

★ ★ ★

Saturday Night Fever:
The Cause And The Cure



THE VILLAGE PEOPLE?

No ... these are the guys who *mugged* The Village People last month! If you see any of them, call the Police, or a Record Producer! You might get a reward ... or a piece of a Recording Contract!

NOW YOU CAN BE A MEMBER OF

DISCO DICK'S DISCO CLUB



Other clubs may claim that their leaders created the dance steps for such movies as "Thank God It's Friday" and "Saturday Night Fever" . . . but **DISCO DICK** is the man who created all the dance steps for "King Kong," "Jaws II" and "Amityville Horror"! And he's going to do some fancy footwork—actually a "hustle"—to get you to join his fabulous new Club! Let's look at what you get for a quick ten bucks . . .

- ★ A free catalogue which lists over 950 items you can buy direct from Disco Dick's Discount Disco Merchandise Mart!
- ★ The privilege of buying records from Disco Dick at prices you won't find in stores! That's because they're higher!
- ★ You'll receive tons of mail when we sell your name and address to other schlock outfits across the country!
- ★ You'll receive an autographed glossy photo of Disco Dick himself, personally signed by someone in our office! And—
- ★ Best of all, you'll be told about the latest trends, the latest fashions, the latest hot spots and the latest dance steps in our "YEARLY NEWS-LETTER"! You'll know once and for all if it's hot or if it's not, if it's in or if it's out, if it's gross or if it's the most, and mainly . . . if it sucks!

SEND YOUR 10 BUCKS RIGHT NOW TO:

★ **DISCO DICK'S** ★
DISCO CLUB

World Disco Headquarters
Land Of Flashing Lights and Magic
Hoboken, New Jersey

THE DISCO BEAT

DEBBIE PINTO REPORTS ON GOSSIP FROM THE DISCO SCENE

Ashcan & Simpleton's smash Disco hit, "FOUND A REMEDY" has sold two million records, so they're readying their new and radically different smash Disco hit, "TAKE AN ASPIRIN." This sure-fire million-seller features a total of 9 words in the lyrics instead of the 7 words used in "REMEDY" . . . consequently, their new recording will run 11 minutes long instead of 8½. Write on, guys!

Well, everybody's going Disco these days! Veteran movie actress and Sex Bomb, Mae Western (who was 87 years old last month) went to "Studio 56" (which is just one door down from "Studio 54") for her birthday, and really "got down"! In fact, it took five muscle-men to get her "back up" again! Way to go, Mae!

Doormen at the more popular clubs are reporting that people are showing up in more and more outrageous outfits in a attempt to get inside without waiting hours on line. This description of the wildest thing any guy has ever worn that we've heard of comes from Tommy Ireland, Doorman at the "Flipside Disco." Tom reports:

"Here comes this guy in gray pants—not just any old gray pants, but gray flannel pants! And get this—he has a jacket on made of the same material! And inside the jacket, he's wearing something that looks like a smaller jacket of the same material! And underneath it all, he's wearing a white shirt . . . with something striped around his neck! And on his feet? Platform shoes? Sandals? Sneakers? Boots? Oh, no! Black winged-tip shoes! And they were shined, no less! Did he get into MY Disco?! Not on your life! Not anybody dressed like that clown!"



THE WILDEST OUTFIT EVER!



SPACIE SADIE'S LATEST GIMMICK

It's official! Donna Simmer will not—repeat, NOT play the part of Mrs. Eleanor Roosevelt in the upcoming Disco movie, "Boogie Till Sunrise At Campobello!"

NEATEST TRICK OF THE MONTH:
At a Disco party thrown by millionaire playboy, Dick Craven, all the bubble machines were filled with fiberglass resin. This resulted in the machines blowing "permanent" bubbles for the quests to take home as souvenirs! Way to blow, Dick! That's using your bubble head!

Sade Ism, the Disco singer who often uses whips and chains in her nightclub act, came up with the gimmick to end all gimmicks! At her Madison Square Garden live concert last month, Spacie Sadie tied up the entire audience . . . and then went home! If you had friends who attended her performance and still haven't returned . . . well, now you know where they are!

But don't get me wrong! I love Disco! See you next issue!

**SLIPPED DISCO'S
DISCO ARTIST
OF THE MONTH**

GLORIA GILMEYER

Although Gloria Gilmeyster is new to the *Disco* Recording Scene, she is not new to the Recording Field. In fact, you've probably heard her on a number of occasions and never recognized her voice. Because Gloria has made millions of "correct time" recordings for the Telephone Company. When you called and heard, "At the tone, the time will be 11:41... and twenty seconds," that may very well have been Gloria.

But all that is in the past, now. (It may be again in the future, since Disco success is so short-lived!) Today, you can set your "watch" for a new rising Disco Star. Gloria's new recording, "Hit Me... Hurt Me... Harm Me... Hate Me!" is on its way to a four million sale! It's partly due to the record's pulsating beat (the sound of a snapping whip), and partly due to S & M Record's clever publicity campaign, calling it the "4-H Record"! Millions of young farm kids have bought copies, thinking it has something to do with Agriculture.

"Slipped DISCO" asked Gloria if we could do this exclusive interview, and she was delighted. "I've already given exclusive interviews to 'Persons,' 'Rolling Stoned,' 'Steppin' In It,' and 'Billboard' so why not to you creeps!" she answered.

We arrived at Gloria's new home in Beverly Hills, and considering the amount of money her record must be bringing in, it was a rather modest place. As a matter of fact, the moat had only one alligator! Gloria seemed visibly tired.

"I worked until 4 A.M.!", she moaned.

"You must put in a lot of hours," we offered.

"Not that many," she giggled. "I started work at 3 A.M.!" That same quick wit that rocketed her



She loves to draw on walls, push guests into her swimming pool, and de-foliate her plants.

from "Information" to "The Correct Time" was certainly in evidence here.

We had read in the *Gossip Rags* that Gloria really was quite dumb, and that it was the work of her Business Agent and Record Promoter that had catapulted her to fame and fortune, but meeting her first-hand quickly dispelled those rumors. Gloria is indeed a person with many interests. She loves to draw on walls, push guests into her swimming pool, and de-foliate her plants. She was especially candid about her childhood.

"Like thousands of Black kids, I grew up in a ghetto. I never really understood my parents, and they never really understood me!"

"Slipped DISCO" feels that this lack of communication may have stemmed from the fact that Gloria was actually born a rich White kid who just happened to wander into the wrong house one day, and decided to stay. At any rate, Gloria's new-found wealth and fame has not prevented her from remembering the folks who raised her. She sends them a large and generous check each month.

"So's not to push my Show Biz success in their faces, I sign the checks with a phony name," she confided in us. "It makes it easier for them to accept the checks, and it also makes it impossible for them to cash 'em! But at least they know I'm thinking about them!"

As for the future, Gloria hopes to continue making hit Disco recordings so she can make a lot more money. Why...?

"I hope someday to establish a Foundation... which will build walls in underprivileged areas for kids to write on!" she said.



Gloria's new-found wealth and fame helps her remember the folks who raised her. She sends them a large and generous check every month.

DISCO DIGGING

Each month, we send our Roving Reporter to a different Disco around the country to find out what YOU, the Disco Freak, is thinking. This interview took place at "The Giant Ear-Ache," a newly-opened Disco in Los Angeles.

- DISCO D:** We'd like to know if you agree with the latest reports from Audiologists that Disco music is played too loud?
- DANCER:** Oh, yeah! It's a wonderful crowd!
- DISCO D:** Do you play Disco music at home?
- DANCER:** No, I didn't mean! I think it was the girl behind me!
- DISCO D:** How long have you been here?
- DANCER:** The veneer? I think it's beautiful! So much richer than plastic!
- DISCO D:** I'm afraid it's no use! We're not getting anywhere!
- DANCER:** Are you out of your mind! I will NOT describe my underwear!
- DISCO D:** Well, thank you!
- DANCER:** The same to you, fellow!

SLIPPED DISCO'S TOPIC OF THE MONTH WHO INVENTED DISCO?

Naturally, no one person invented disco! Two people invented it! And those two people are the ones who produce this magazine! Yes, we are members of the "beautiful people." We're also members of the "jet set." Before that, we were members of the "propeller set." We invented Disco quite by accident while visiting Paris. We happened into this little club where a D.J. was playing records with a heavy beat, back-to-back, blending them into each other so the music was non-stop. The lights were flashing on and off in synch with the music, and people were dancing without any hang-ups. Then and there, we realized that we had invented Disco!

Some people say we didn't "invent" Disco at all, we "discovered" it! Other, nastier people say we "stole" the idea. To all those people, we say, "Tough tookie, you jealous creeps!", as we dance all the way to the bank.



KENNETH MAZELTOUCH



JOE N. GRUBERYOUNG

HOW TO KNOW HOW "IN" YOU ARE, ONCE YOU'RE IN!

Getting past the Doorman in some Discos is only the beginning! Many exclusive Discos have several rooms and, depending on how you rate on the "Who's Who" scale, you are escorted into one of them.

Here's a guide to help you determine what the owner of a chic disco thinks of you:

If you are escorted into a disco area which has a dance floor in the center of the room, candlelit tables around the dance area, and movie and TV personalities seated at them, you are truly "in"!



You're "In"...

If you're escorted into a room which has a card table at one end, where a bartender in a dirty jacket is serving wine in paper cups, you're only "half in"!



You're "Half In"...

If you're escorted into an area where the music is very faint, and the decor seems to feature a large assortment of trash cans, with winos lying around, you're "out"! In the alley, that is!



You're "Out"...

HEAD-ITORIAL



It has come to our attention that there are many people who feel that Disco serves as a negative influence in our society. Some extremists have even suggested that Disco is "the work of the Devil"—that it's designed to get people riveted onto the joys of the flesh! Others back up this claim by presenting surveys indicating that people are going to Disco, and not to Houses of Worship.

This is **absolutely untrue!**

Our own recent survey showed that 83% of the readers of this magazine attend Houses of Worship at least once a week!

Of course, 80% of that 83% attend Houses of Worship that have recently been converted into Discos... but who wants to dwell on technicalities? They attend these former Houses of Worship **religiously**... so isn't that the same thing? And they're all there bright and early on Sunday mornings! Well—actually, they're there because they came in on Saturday night, and danced till dawn! But it's still the same thing, isn't it? The important thing is, they're there... and off the streets!

If you'd like to try a little Disco Religion, we recommend you check out "THE POPE'S PLACE," "OUR LADY OF THE DISCO," "THE SYNCOPATED SYNAGOG" and "UNITY 54"!

In closing, we ask all our readers not to judge those who would judge us... to be kind and understanding and charitable... and to always remember the words of the Good Book: "Forgive thine enemies, for they know not how to boogie!"

EVERYONE KNOWS YOU WERE "BORN TO DISCO" ... NOW HERE'S YOUR CHANCE TO "LEAVE TO DISCO"!
Yes, if you hurry, you can reserve a final resting place in

DISCO GARDENS



AMERICA'S FIRST ... DISCO CEMETERY

(... AND PROBABLY LAST)

Every casket buried in "Disco Gardens" is equipped with a pair of stereo earphones, just in case someone made a terrible mistake and you're not really ready to move on to that Great Disco In The Sky!

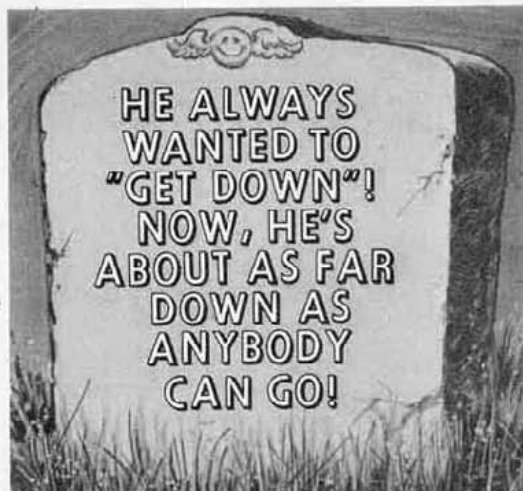
☆☆☆☆

To encourage your friends to visit your final resting place, there will be a Security Guard at the Cemetery Gate... and only those people with Membership Cards—Each burial plot comes with 6 cards!—will be allowed inside to Tango Hustle over your grave... or whatever!

☆☆☆☆

And best of all, "Disco Gardens" keeps 'Disco Hours'! Come and visit the deceased, Tuesdays through Sundays, 10 P.M. to 4 A.M.! Our grounds are well-lit by lasers!

If you are one of the first 100 people to sign up for a BURIAL PLOT, you will receive absolutely FREE, this TOMBSTONE, hand-carved in genuine marble-like balsam wood with these ever-lasting words...



GIVE US A CALL, BEFORE YOUR TONE-ARM OF LIFE HITS THAT FINAL GROOVE, AND YOUR TURNTABLE SHUTS OFF!

BARELY ALIVE

Words by
DICK DeBARTOLO

Music by
NORM BLAGMAN

You can tell by the way I'm fail - in' in school I'm a dis - co man! I'm a danc - in' fool! I
 dis - co all day and dis - co all night, I've lost my hear - ing and I've lost my sight! But
 I don't mind, I don't care... My mind is blown and so's my hair! My
 brain is loose from too much juice, Too much smok - in'... I'm al - most croak - in'! I'm
 bare - ly a - live! Bare - ly a - live!
 time I was health - y, one time I was wealth - y, Now I'm bare - ly a - live!
 Bare - ly a - live! Oh, God! Oh, God! Oh, God! Oh, God!
 Bare - ly a - live! Bare - ly a - live!
 Bad back and bad knees - I'm just too much a dis - co fan!
 Got hee - bie Bee Gees! I'm just a slipped dis - co man! Bare - ly a - live!

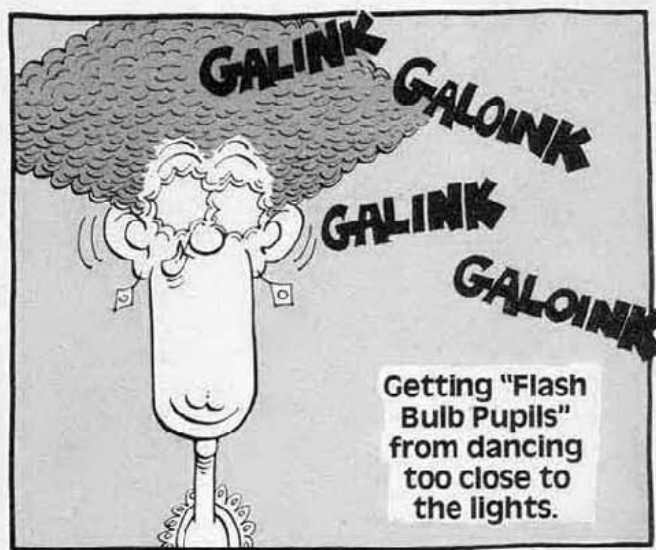
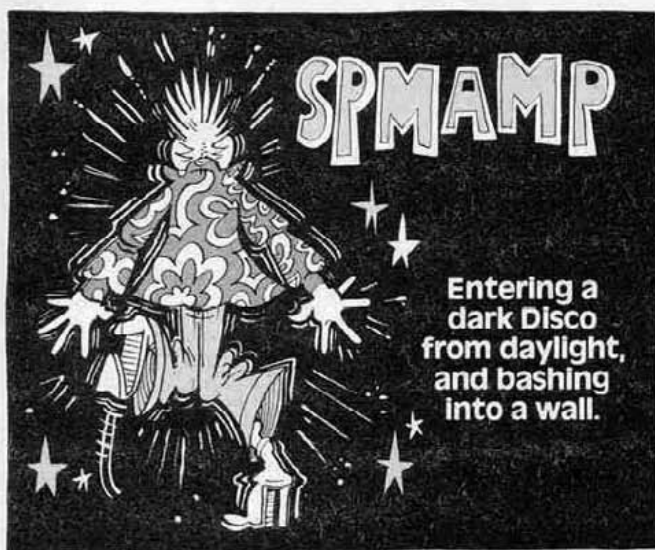
Once I had me a girl and we had a ball
 Before disco came - put me off the wall!
 Now she calls me "Creep!" and says "Go take a walk!"
 That fox don't dig my phoney jive talk!
 But I don't mind, I don't care -
 My mind is blown and so's my hair!
 I'm feelin' punk from eatin' junk!
 Too much dancin' and no romancin'!
 I'm barely alive! Barely alive!

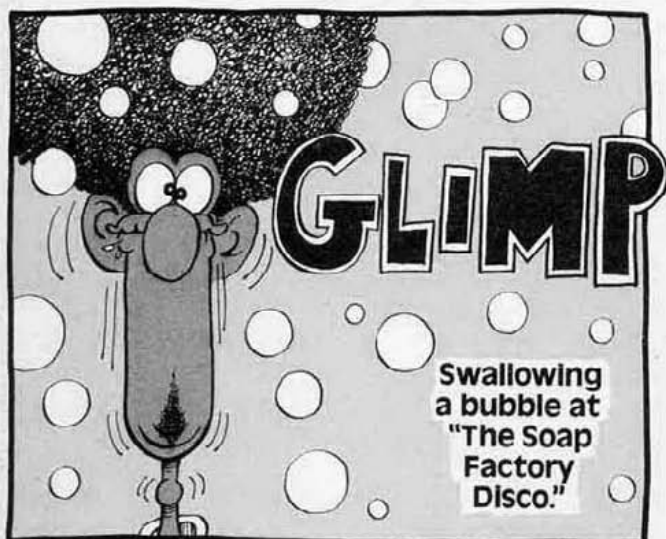
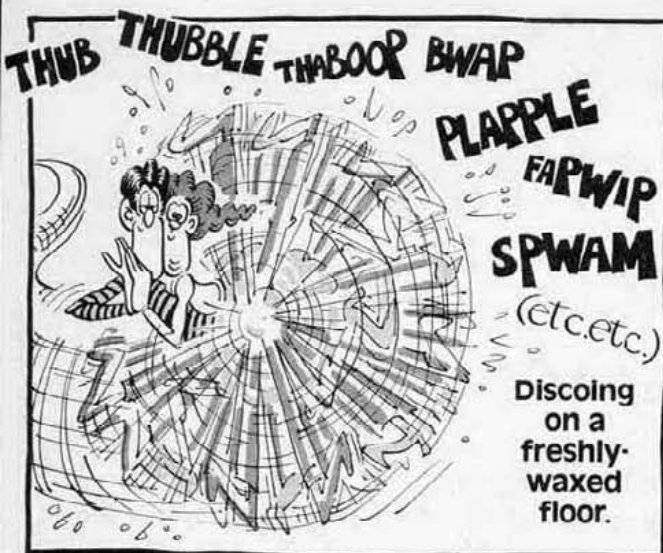
One time I was happy, now I'm feelin' crappy!
 Yeah, I'm barely alive!
 Oy, vey! Oy, vey! Oy, vey! Oy, vey!
 Barely alive!
 She said I insult her -
 That I'm too much a disco fan!
 I'm no Travolta!
 I'm just a slipped disco man!
 And barely alive!

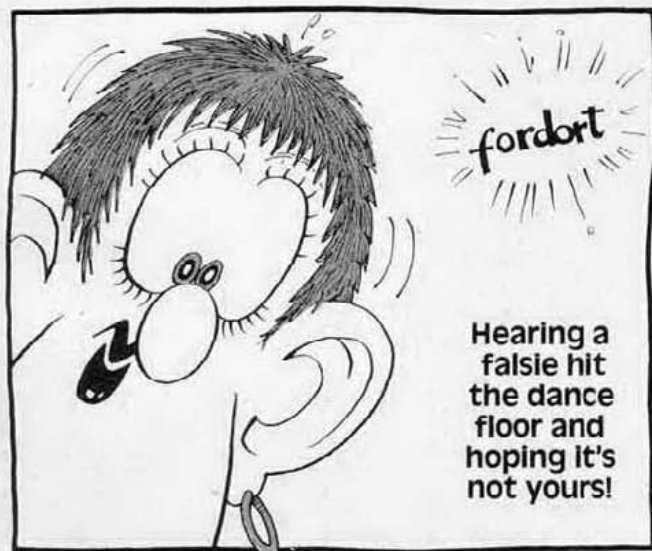
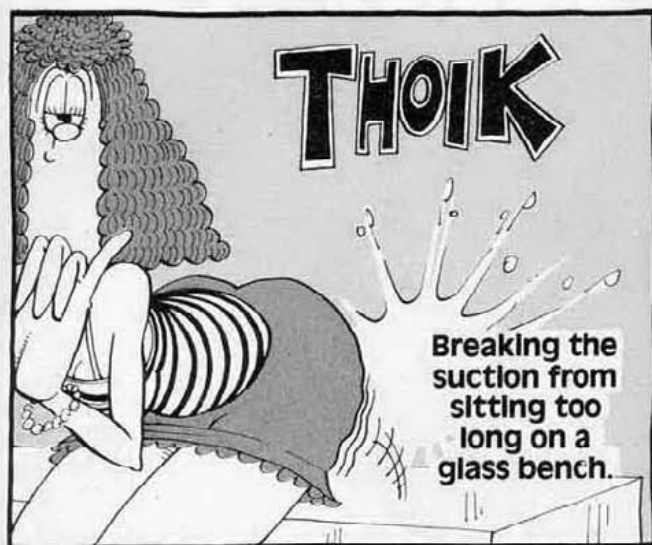
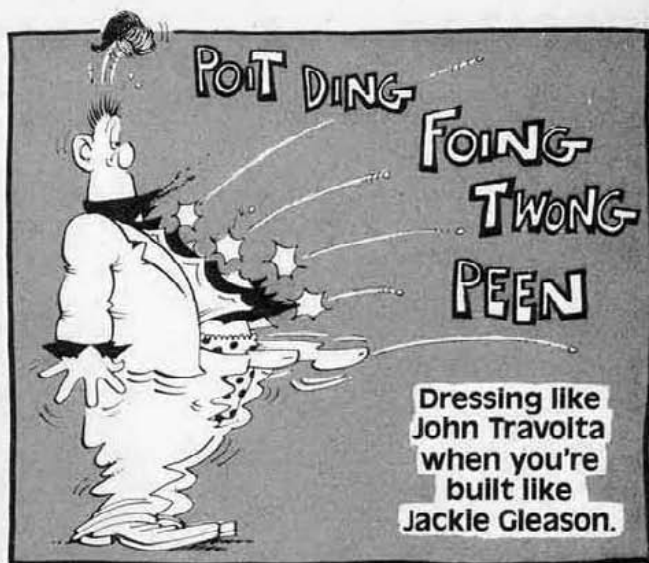
We all know that it's the "Disco Sound" that draws the crowds. But, there are other sounds at Discos—sounds that go unnoticed. That is, until now! Here is

DON MARTIN'S GUIDE TO SOME VERY OBSCURE DISCO SOUNDS

WRITER: DON EDWING







DISCO CLAP

Words by
DICK DeBARTOLO

Music by
NORM BLAGMAN

Chorus:

Ooooh, Dis-co Clap! It's catch-ing, it's spread-ing! Slap to the Dis-co Clap! You'll catch it, you'll spread it! Once you're caught in the trap, You'll slap to the Dis-co Clap! Once you're caught in the trap, You'll slap to the Dis-co Clap! Clap your lit-tle feet! Clap your ape-like hands! Clap your Spock-like ears! Clap your vi-tal glands! Clap your bon-ey knees! Clap your pi-geon toes! Clap your blood-shot eyes! Clap your run-ny nose!

(Chorus)

Clap your jogging shoes!
Clap two cockatoos!
Clap your pogo stick!
Clap your flicking Bic!
Clap your lemon car!
Clap your lit cigar!
Clap your Cheerios!
Clap your pantyhose!

(Chorus)

Clap a layer cake!
Clap a garter snake!
Clap two coffee mugs!
Clap a pair of jugs!
Clap a young Girl Scout!
Clap an old, dead trout!
Clap your family jewels!
Clap your partner's tools!

(Chorus)

Clap your ball and chain!
Clap your scrambled brain!
Clap your ping pong ball!
Clap your bathroom wall!
Clap your hot cross buns!
Clap your priest and nuns!
Clap your rocking chair!
Clap your thinning hair!

(Chorus)

Clap your old, gray mare!
Clap your Medicare!
Clap your loose false teeth!
Clap your funeral wreath!
Clap your coffin lid!
Clap your pyramid!
Clap your burial plot!
Clap your slime and rot!



I'm
Morley
Safecall!

I'm
Harry
Reasonable!

I'm
Dan
Gather!

And I'm
Mike Malice!
Tonight...



SIX MINUTES LOOKS AT THE DISCO BUSINESS

ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO

Tonight, we're going to look at disco promoters, disco talent, disco songwriters, disco records and disco record producers! We've lumped the entire thing under one very creative heading—The Disco Business!

In 1979, the Disco Business had sales of over 5 billion dollars! To give you an idea of just how much money five billion dollars is, think about this: In the year 2000, you'll still be able to buy a full tank of gas for your car for five billion dollars!

Our first stop tonight is here at the office of lyricist Ross Sproule! Ross, how long does it take to write the average disco hit?

Well, Morley, first we have to come up with the **CONCEPT** of the song! Then, we establish the direction of the song... the message we wish to impart... and the musical structure! Then, we go into the complications of rhythm, tempo and the all-important disco beat! All in all, we could spend as much as... oh... **HALF AN HOUR** writing a top-notch disco tune!



I've heard that **SOME** composers spend almost an **HOUR** on a disco tune! It that possible?!!

Maybe Mozart and Liszt and **THOSE** cats spent that kind of time writing **THEIR** trash ... but with today's perfected techniques, we don't **NEED** that kind of time!



A lot of critics have stated that disco lyrics are **very repetitive!** As a lyricist, how would you answer that?

I'd say the critics are wrong! Wrong!! **WRONG!!** Absolutely, positively **WRONG!** They're not right! Not right at all! They're just very wrong, wrong, **WRONG!!**



What do you strive for in your lyrics?

A message! Oh, we like to know that the dancers are having a good time, dancing to a **real strong disco beat!** But to us, it's also necessary to have a great lyric ... a lyric that says something **IMPORTANT!!**



For example, this disco tune we just finished recording! Well, I just think the title says it all! It's called "**Hucky Bucky, Funky, Bucky!**"!

Tell me, can **YOU** add anything to "**Hucky, Bucky, Funky, Bucky!**"?!

Er—I guess not!

See what I mean?!

That says it **ALL** ... ?!?



Lots of songwriters I've spoken to use a **Rhyming Dictionary** to assist them in putting down their lyrics on paper! Do **YOU** use a **Rhyming Dictionary** to help **YOU** with lyrics?

No, because the rhymes **WE** use in disco songs are much **too UNIQUE!** You'd **NEVER** find them in a **Rhyming Dictionary!** F'rinstance, **here's** a line I just finished writing for a disco hit:

"Let's fill that syringe With juice from an orange!"

Oh, no! You rhymed "**syringe**" with "**orange**"!

Yep! And most lyricists insist there's **no rhyme** for "**orange**"! Let **Irving Berlin** top that one!!



And that's how lyrics are written!

Here's a post-script! Mr. Sproule tells me he's writing a new disco song called "**Six Minutes!**"! It's not finished yet because he just got the idea three minutes ago! But his unique rhyming is already apparent in the opening lines ...

"For a show that's a winner, Just tune in "**Six Minutes!**"!"

Now, over to **Harry Reasonable** to tell us how disco stars are discovered!



Thanks, Morley! I'm here at the **Warner Sisters Recording Studio** ... and I'm supposed to be meeting the **hottest new disco group** today! But obviously, they haven't arrived as yet! All I see hanging around are the cleaning people ... the plumber ... the **TV repairman** ... the **elevator operator** ...

Oh, hi there, Mr. Reasonable! I see you've already met our hot new disco group ... "**The City People!**"!



"The CITY PEOPLE"?! You mean THIS is your NEW GROUP?!!

That's right! You've heard of "The Village People," right? Well, we asked ourselves: "How can we come up with a brand new group that's as far removed from 'The Village People' as possible?" And so... we came up with the wildly imaginative "City People"!

But, how did you ever find a TV repairman... or cleaning people... or a plumber? Through endless auditions, huh?

What auditions?! We looked in the Classified Ads! Why, we're already preparing two more new groups from the same source—"The Used Car Salesmen"—and "The Positions Wanted"! They're both gonna be dynamite groups!



Well, how did you know all these people could sing?!!?

"Sing"?!! Did you say, "Sing"?!! Harry, this is disco! No one has to know how to sing! Come into the recording studio and I'll show you!

Boy, Harry, you sure have some old-fashioned ideas! Using singers on disco albums...

Hmmmm! Someday, we'll have to TRY that!



Okay, Harry... sing something!

Come on... sing anything! Don't be embarrassed!!

Fantastic! Harry... that was beautiful! Did you guys get all that?

We got it, Mr. Glick! It's all on tape! Harry... you were terrific!



Terrific?

What are you guys TALKING ABOUT, anyway?!!

Your performance, Harry! It was terrific! It has a certain innocence to it! A certain touch of believability! I think you've got a hit on your hands, Harry! Of course, we'll be giving you a little electronic assistance!

First, we put your voice through a synthesizer! Then, a homogenizer! Then, a pasteurizer! Then, we stamp it with an expiration date!

We add "echo," pipe it into the compressor, push it through the expander... and put it all into a Blender!

And finally, we punch it up with 47 stereo tracks of rhythm, bass, and background accompaniment! Now, listen...

Clap-clap-clap-clap!

I can't sing!!

Clap-clap-clap-clap!

I can't sing!!



Oh, yes, you can!
You know you can!
So, say you can!
We're sure you can!

I can't sing!!

C'mon, please say you will!
C'mon, just say you'll try!
C'mon, we know you can!
C'mon, please sing again!

But I CAN'T SING!!

Clap-clap!
Clap-clap!
Clap-clap!



Well? What do you think, Harry?

I just can't believe it!

Great title for your second cut! Did you guys get that??

This is all too ridiculous!!

Hey, let's not talk about your THIRD cut, yet! We work FAST in disco, but not THAT fast!



I want no part of this insanity!

Of course you do! Suppose we give you \$50,000 for the work you've done so far! And on Friday, if you've got a half hour free, you can do your next album! Just sign this recording contract . . .

Like I said—I'm delighted to be part of this insanity! Over to you, Dan, while I talk a little business here!



I'm here at Promotion Headquarters for Kasablanca Records! To promote various disco recording stars, Kasablanca has merchandized such things as T-shirts, sweatshirts, hats, belt buckles, buttons, decals, pennants, patches and autographed pictures!

Tell me, Sid how come you folks haven't printed any BUMPER STICKERS to sell . . .?

Because, Dan we here at Kasablanca aren't INTO commercialism! It's just not our thing!!



I see you have all these posters for a new group called "Pineapples & Thyme"! That wouldn't be cashing in on the success of "Peaches & Herb," would it?!

Certainly not! I don't see ANY similarity between them at all!! Of course, we printed up \$10 million worth of posters . . . and we still need one thing!

What . . . ?

We need a disco two-some called "Pineapples & Thyme"!



You mean to say you're promoting a group that DOESN'T EXIST???

Well, we've GOT a massive talent search going on right now in our HALLWAY!!

And if we don't discover anyone out there, we'll go as far as the lobby . . . or even outside in the street!

Say . . . YOU don't want to be "Pineapples", do you . . . ?!

No, thank you!

How about "Thyme"?



Well, that's it for Disco Promotion! Now, over to Mike Malice for a look at LIVE Disco Performances!

Thanks, Dan! We're here at Madison Round Garden for the premiere of a brand new disco group!

You CAN'T call them a brand new group, Mike! They've SOLD over ten million records!

Say, that IS impressive! In how much time?

Why, in just the TWO WEEKS they've been together!!



Can you tell me how you got the NAME of this group?

Of course! It took hundreds of hours of thinking... just plain hard thinking!

Hmm! The fact that THIS group is called "Hickey" has nothing to do with the fact that the hottest group in the world is called "KISS"...?!

Nothing! "Kiss" is ROCK! "Hickey" is DISCO!



Are you guys nervous?

Never performed before! a LIVE audience?

You—you've got a HIT RECORD and you've NEVER SUNG!

No, we just talk! The studio does the rest!

Gee, Harry may really have a hit on his hands!!

Very!! We've NEVER DONE this before!

No... never SUNG before!!



Where's Ed...?

He's too scared to go on stage! Just the THREE of us are going to perform...!

But if "Hickey" is a foursome, won't the audience be upset to see just three of them?

No problem! The audience'll never miss him! Why do you think live disco shows use so much "fog"?! One night, an entire group didn't show up, and we put so much fog on stage, no one ever knew!



Tell me something, honestly! Is it true that disco singers don't even attempt to sing on stage because of the way the audience screams all the time... that they just mouth the words of pre-recorded lyrics?

Not true!! Actually, we pre-record the SCREAMS!! We have so much hysteria on tape that once we had to call the POLICE, and there were only SEVEN people in the audience!!



Let me play a little of that tape while you're signing off...

This is Mike Malice—

SCREAMS!

YELLS!

CHEERS!

Thank you! Thank you!

WILD APPLAUSE!

SHRIEKS!

SCREAMS!

This is Mike Malice—

YELLS!

CHEERS!

CRIES!

—signing off for "Six Minutes"!!

WILD APPLAUSE!

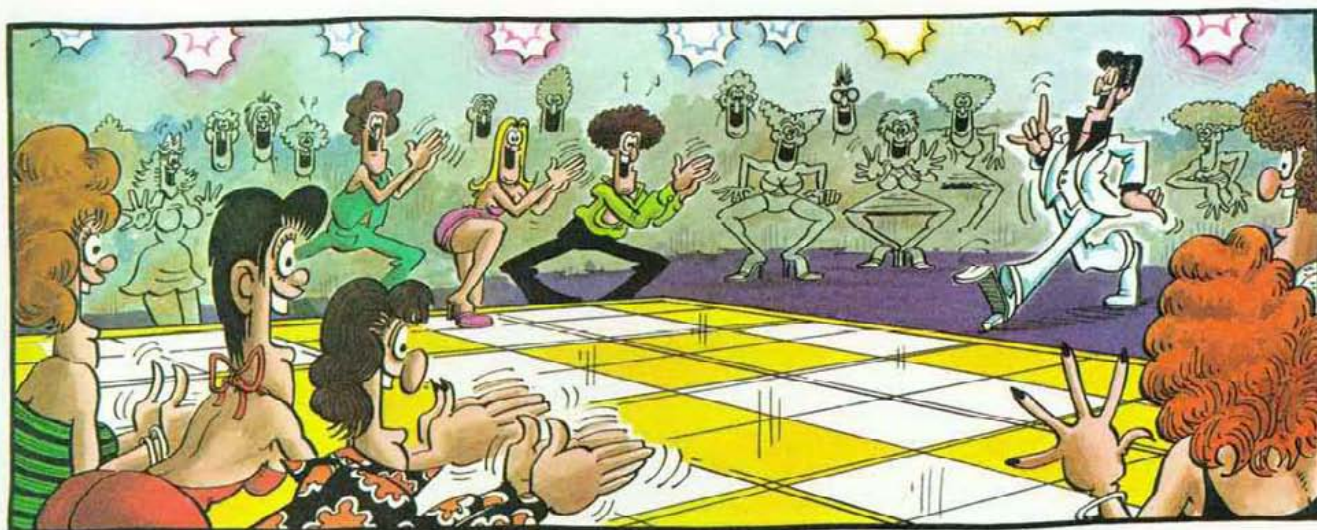
SCREAMS!

Can I buy a copy of that tape to take home??



ONE DAY ON MAIN STREET





TAKE THIS DOCTOR'S ADVICE! GET OUT THERE AND BOOGIE!



PHOTOGRAPHER: IRVING SCHILD



PATRONIZE YOUR LOCAL DISCO TONIGHT!

STARE AT THOSE DANCING LIGHTS, THE FLASHING STROBES, THE PIERCING LASERS!
LISTEN TO THAT EAR-SPLITTING SOUND! BREATHE IN ALL THAT FOUL, SMOKEY AIR!
TRY SCREAMING AT YOUR PARTNER AND FRIENDS OVER ALL THAT IMPOSSIBLE NOISE!

IT'LL BE GOOD FOR YOU!

(IT'LL BE EVEN BETTER FOR US!)

THIS AD SPONSORED BY THE EYE-EAR-NOSE-AND-THROAT SPECIALISTS OF AMERICA